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# 3 Reaching People with information...

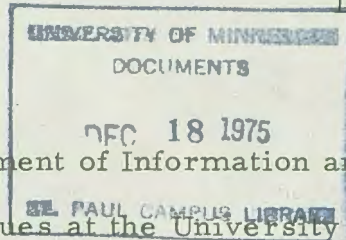
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AGRICULTURAL EXTENSION SERVICE • INSTITUTE OF AGRICULTURE • UNIVERSITY OF MINNESOTA

## MERRY CHRISTMAS <sup>and</sup> <sub>a</sub> HAPPY NEW YEAR

December 1974

Dear Colleagues



Members of the Department of Information and Agricultural Journalism join in wishing all our colleagues at the University of Minnesota and in other cooperating groups the best for the holiday season.

We're pleased to be a member of the University team that helps bring to adults and youth the educational opportunities offered by our great institution. Your cooperation and good will make possible the gratifying and rewarding experiences offered by our association with the University.

We hope that 1975 will be another year of fine cooperation and pleasant relationships in both our collegiate and continuing education activities. Working together on many projects will enable us to accomplish much for the state and for the University.

Again from all of us to all of you, A Merry Christmas and a Happy New Year.

Sincerely

*The Staff*

The Staff  
Department of Information  
and Agricultural Journalism



PUBLICATION NOT RECOMMENDED--Clif Halsey and Bill Angell asked us to warn you about the dangers involved in some of the recommendations in a new Extension Service Civil Defense publication entitled "How to Set up a Coal or Wood Stove." They are concerned about the lack of stress put on fire precautions, the placement of stove pipes, and also the lack of stress on the need to keep chimneys clean.

Halsey and Angell point out that because many people lack experience with coal or wood burning stoves, some of the recommendations in this publication are incomplete and therefore could be dangerous. They recommend that you not distribute copies to your clientele. They do point out that the December issue of Sports Afield magazine has an article that is quite complete and accurate. --Eldon E. Fredericks

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FORM BUCKET BRIGADE--We've talked in the past about how to get the right start in your speech, lead sentence in a news story, or that vital opening sentence in your letters (especially circular letters). Once you've started, however, it's important to keep your copy moving.

One of the best ways to keep your copy moving is to form a "bucket brigade" by using connecting words. Such words are simple "signpost" devices that make your sentences march and that make it easier for your reader to stay with your message.

The if--then--so sequence is one example. Its connecting thread could look like this:

IF you would like to... (followed by a few paragraphs).

THEN you will find that... (showing what you have to offer will solve the problem).

SO make up your mind now to... (closing with clinching copy that asks for the action you want),

You can use other connecting words (now, but, yet, or, and, for, when) the same way.

The next time you find a letter you think is especially dull, see if it isn't full of "island" paragraphs that aren't joined with what has gone before or what comes after.

A word of caution: Don't use connecting links with every single paragraph. --Harold B. Swanson

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WORD CORNER: SHARPEN UP!--The one rule of grammar everyone remembers is never to split an infinitive. But this time-worn rule often needs breaking. Wilson Follett, in Modern American Usage, put it this

way: ". . . the split infinitive has its place in good composition. It should be used when it is expressive and well led up to. [George Bernard] Shaw delivered the controlling opinion: 'Every good literary craftsman splits his infinitives when the sense demands it. I call for the immediate dismissal of the pedant on your staff [who chases split infinitives]. It is of no consequence whether he decides to go quickly or to quickly go.'

"One fact has not been noted, or if noted, not made enough of: the temptation to split an infinitive is extremely rare in spoken English, because the voice supplies the stress needed by the unsplit form or conceals by a pause the awkwardness of the adverb placed before or after. It is in written work that splitting is called for, and desk sets should include small hatchets of gold and silver for the purpose." --Kathy Wolter

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CALL ON US --If you need help in radio and television or in communications strategy, please call or drop me a line. I shall be visiting Stevens County on January 17 and would welcome the opportunity to visit in your county. County visits should be of help to you and your program, but they also help us relate more directly to your needs and local situation. Help me get acquainted with what you are doing by sharing your program with me. Thanks. --Janet Macy

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MARKETING STRATEGY FOR EXTENSION PROGRAMS --We in extension can learn much by looking at the marketing efforts of industry. And industry has learned and can learn much from us. Let's look briefly at some of the ideas or concepts marketers use and see if they apply to us in the Agricultural Extension Service.

In marketing, there are two important concepts to consider:

1. Identify client needs before offering programs to aid in fulfilling those needs. Our recent training sessions on the program development process stressed this point. In extension, we have always been leaders in understanding our audiences and planning programs for them.

There could be one "fly in the ointment," however. Total implementation of the marketing concept requires that everyone in the organization be customer oriented. Are all administrators, specialists, agents, secretaries, and program assistants really concerned about our customers, our clientele, or are some of us more concerned with making our own lot better or our own programs more visible and acceptable to our colleagues and peers? Most of us are definitely concerned with serving our clientele, but perhaps we need to instill customer orientation in others.

2. Stress profit, not volume. Marketers look at their market carefully and then design their products and marketing plans around market needs. In extension the word profit could be changed to learning or change and volume to numbers of people reached. Thus if we are teachers, we look at the change we bring about.

The Four P's of Marketing--Most marketers try to increase their share of the market by changing or improving the four variables under their control--product, price, promotion, and place. In extension, we use all of these except possibly price. Thus we can change the:

Product by changing or upgrading our offerings or bringing new offerings to the clientele.

Promotion by making the public more aware of our offerings through improved communications.

Place by placing our offerings where they are convenient to the clientele, not to the teacher.

If you're interested in more details, look at the article, "Marketing's Broadening Concept is Real in University Extension" by W. Wray Buchanan and H. C. Barksdale in Adult Education, Fall 1974. The authors report on their research on marketing in general extension activities.

--Harold B. Swanson

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HOME ECONOMICS TAPES -- Some of this month's tapes are: "Sugar Substitutes," Isabel Wolf, extension specialist, foods and nutrition; "Low Cost Foods," Isabel Wolf; "Nitrites," Dick Epley, extension specialist, meats; "Buying Used Items," Wanda Olson, extension specialist, household equipment; and "What To Look For In Used Appliances," Wanda Olson.

--Janet Macy

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INFLATION PROGRAMS READY FOR DISTRIBUTION--The Inflation Programs compiled by home economics specialists are ready to be sent to counties that request the series. The programs consist of four 14-minute interviews. They are on cassettes and are meant to be used with groups or for an individual learner. They can be used on radio, but this was not the original intention of the cassette. Possibly a reel program would be better if you have that use in mind. These programs have already been used on KUOM "Highlights in Homemaking" from October 7 to December 31. If you would like to order, please place your request immediately. (Newspaper articles based on the programs will be sent to every county home economist.)

The program packages are:

Tape 1

Edna Jordahl - Outlook 1975  
Bill Angell - Your Housing Dollar  
Mary Darling - Cost of Convenience  
Mixes

Tape 2

Edna Jordahl - Inflation  
Mary Fran Lamison - Decision Making  
Muriel Brink - Costs of Feeding a  
Family  
Lois Ingels - Clothing Prices

- more -

Tape 3

Isabel Wolf - New Food Products  
Wanda Olson - Extending the Life  
of Appliances  
Linda Reece - Extending Your  
Furniture Dollar  
Muriel Brink - Planning Food Buying

Tape 4

Lois Ingels - Recycling Clothing  
Isabel Wolf - Use of Sugar  
Wanda Olson - Buying Used Appliances  
Linda Reece - Low Cost Decorating

--Janet Macy

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JANUARY RADIO TOPICS --Topics will be reaching you soon after New Year's Day in the form of our usual quarterly printed schedule that tells who's going to talk about what.

Many of you send copies of the schedule to your constituents; others use it for ideas for local radio programs.

Some of the topics to be discussed in January include: garden seed catalogues, field crop insect outlook, tax depreciation, water and agricultural land, feeding pregnant beef cows, grass fed beef, and fertilizer shortages and our food supply.

Also, Harold B. Swanson, extension communications specialist, will begin a series of biweekly programs under the general heading of "The Communication Scene". --Ray Wolf

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WINNING THE FARMER'S EAR --That's the title of an article by Jan Moore in the September 1974 issue of Country Life, published in England. Note the many communications terms used in the article, terms Minnesota agents and specialists use repeatedly. Note, too, the idea of "Yorkshire Agricultural Adventurers" (a club of innovators) and the use of the telephone answering service. Here's a part of that article.

"It is now generally accepted that the key factor in the dissemination of new knowledge and techniques throughout the farming kingdom rests very squarely on the shoulders of a comparatively small band of farmers known as 'innovators.' Each county can number among its farmers some of these, and the farming industry owes them an incalculable debt. These men are usually of high educational attainment, accustomed to appraising research papers and possessing the ability to seek out information and, having obtained it, make their own decisions.

"Once the 'innovator' is aware that the new technique, or piece of equipment, or system of farming is likely to improve his own farming results, it is put into practice. His farming neighbours soon realize something is afoot. They may draw him into conversation, visit his farm or unobtrusively assess the effect of the new idea on his farming practice by looking over the farm gate. If the practice appears successful--it might well not be--then the next link in the chain, the 'early adopters,' quickly follow suit and incorporate the new 'something' into their own farming system.

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"The 'early adopters' are quite distinct from the 'innovators.' They are invariably very good farmers, but by virtue of their training, lack of capital, lack of reading or simply contentment with their existing methods are not prepared to explore or risk failure. Once the method is proven, however, they are not slow in following it up, to be followed in time by the 'late adopters' and ultimately the 'slow adopters.' Usually by the time the 'slow adopters' have decided to incorporate the new technique themselves it has been superseded by further advancements, the 'innovators' still setting the pace.

"Yorkshire conceived the idea that if only a meeting ground for the 'innovators' could be provided, the speed of adoption of new farming techniques or practices would be greatly enhanced, for the wider publicity thus secured would encourage even the 'slow adopters' to improve their methods. So the 'Yorkshire Agricultural Adventurers' was formed and for many years I served as secretary. The idea was novel, it had immense impact on farming throughout the county and elsewhere. The only condition for membership was that one must have 'adventured' and was prepared to discuss and give details to fellow members at monthly meetings held in York. Such a group today would be classified as a 'participative group,' discussing together at a high level common problems rather than listening to a lecture.

"A further development was to bring together the early, late and even slow 'adopters' in any one district by holding, during the winter months, 'fireside chats.' Various farmers provided simple hospitality around the fireside and a general discussion took place concerning what was new in farming and likely to benefit farmers in the district. These men became 'opinion leaders' who at market and elsewhere were known for their sound farming, their willingness to help others and offer advice if called upon to do so. Again good publicity in the local newspapers helped to spread the gospel of progressive farming.

"Since those early days most counties have carried out a good deal of research into extension methods, the mass and group approach, the value of pamphlets, press articles, displays at agricultural shows, advertisements and so on. Precise knowledge on the subject is still very scant and only generalisations can be given at the moment. The evidence collected suggests that one third of farmers and growers can be easily reached by one medium or the other. A further 20 per cent can be reached by meetings or demonstrations while all can be reached by county bulletins and postal leaflets.

"Quite the newest and most original method of reaching the farmer's ear is being tried out by ADAS in the East Riding of Yorkshire where a telephone-answering service has been initiated. The farmer dials the given number and hears for about two minutes a tape recording which varies according to the problems in the county at that time. Farmers are warned of problems likely to arise, control measures to adopt and the service has been of great value in such cases as Swine Vesicular Disease, Wheat Bulb Fly, Carrot Fly, Husk and a host of other common happenings on the farm. The number of calls weekly naturally varies but has been as high as 1,000.

"In selecting an 'innovator' likely to influence 'early adopters,' one must be very certain that he is accepted by the farming community, otherwise however good the new technique may be it will encounter many hazards in the early stages. Should his wife also be acceptable (Country Life, February 28, 1974) the battle is already won."

Sounds familiar doesn't it, but it doesn't hurt to repeat.

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--Harold B. Swanson

## Publications and Direct Mail

December 1974

### NEW PUBLICATIONS

Minnesota Agricultural Economist. No. 563. January 1975. Presents data on multiple-car rail rates now offered in southern Minnesota by several railroads and describes their influence on grain marketing patterns and the country elevator industry. 4 pages. Available early January.

Pesticide Applicator's Manual. Special Report 51. Covers the information an individual must know to become a certified applicator. Topics include pest control principles, applying pesticides, pesticides and the environment, toxicity and safety, and laws and regulations. 56 pages. Available.

Sewing Today's Fabrics: Sweater Knits. Extension Folder 305. Lois Ingels. Describes and illustrates, with photographs, the special sewing techniques that apply to sweater knits. 6 pages. Available mid-January.

The Burbot Fishery in Lake of the Woods. Technical Bulletin 296. Kenneth Muth and Lloyd L. Smith, Jr. Objectives of the study reported in this publication were to determine potential commercial production of burbot in Lake of the Woods, to determine the relationship of burbot to the production of other species, and to determine the life history data necessary for managing the species. 72 pages. Available mid-January.

### REVISED PUBLICATIONS

Varietal Trials of Farm Crops. Miscellaneous Report 24. Lists varieties of crops recommended for use in Minnesota, based on trials conducted by the Minnesota Agricultural Experiment Station. 32 pages. Available early January.

Radio for City and Country. January-March 1975. Quarterly list of topics for "Highlights in Homemaking" and "Scope" on KUOM radio. 8-page folder. Available.

Descriptions of Potato Varieties. Horticulture Fact Sheet 7. Orrin C. Turnquist. Adds two new varieties to those suitable for Minnesota growing. 2 pages. Available.

Chemicals for Weed Control in Corn. Agricultural Chemicals Fact Sheet 6. Gerald R. Miller. States controls available for use in 1975. 2 pages. Available.

Chemicals for Weed Control in Soybeans. Agricultural Chemicals Fact Sheet 7. Gerald R. Miller. States controls available for use in 1975. 2 pages. Available.

REPRINTED PUBLICATIONS

Metrics in the Kitchen. Extension Folder 294. Mary Darling.

Some Important Chewing Insect Pests of Alfalfa. Extension Folder 260. John Lofgren.

Aging Beef. Animal Science Fact Sheet 20. Richard Epley.

Warm Caps for Minnesota Winters. HC-67. Lois Ingels

Warm Mittens for Minnesota Winters. HC-28. Lois Ingels.

Warm Slippers for Minnesota Winters. HC-43. Lois Ingels.

Parasitic Diseases of Tomato. Plant Pathology Fact Sheet 13. H. G. Johnson and J. D. Froyd.

Keep Your Bacteria Count Down. Food Science and Nutrition Fact Sheet 11. V. S. Packard.

Lawn and Garden Fertilizer and Pollution Problems. Soils Fact Sheet 15. L. D. Hanson.

Fertilizing the Home Lawn and Landscape Materials. Soils Fact Sheet 7. L. D. Hanson and C. G. Hard and C. J. Overdahl.

Using Colostrum to Raise Dairy Cattle. Dairy Husbandry Fact Sheet 9. R. Appleman and D. Otterby.

Meat Group Puzzle. EFNP-61. Evelyn Harne.

Milk Group Puzzle. EFNP-60. Evelyn Harne.

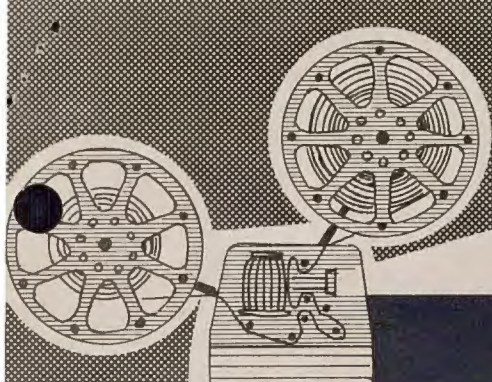
Mighty Milk - Funsheet 2. EFNP-45. Evelyn Harne.

To Help You Go and Grow. EFNP-43. Evelyn Harne.

Sampling and Testing Forages for Feeding Value. Agronomy Fact Sheet 25. Oliver Strand.

How to Reupholster Overstuffed and Occasional Chairs. Extension Bulletin 326.





visual aids

# TIP SHEET

Minnesota Agricultural Extension Service

December 1974

## NEW FILMS ADDED TO THE AGRICULTURAL EXTENSION LIBRARY

- ART, PEOPLE, FEELINGS--15 min., Color, Pyramid Films. (TV--\$4.50) This film demonstrates man's interdependence with his feelings and the visual arts he creates. In the opening sequence, a series of closeups of faces at the beach reveals a universal variety of human emotions establishing the concept that feelings are basic to mankind and are expressed in many ways. Then rich visual statements and musical poetry combine to give insights into the visual arts as a medium for expressing individual feelings. Many styles, periods, and art media illustrate the artist's approach in both historical and contemporary art. ND
- EVAN'S CORNER--23 min., Color, BFA Educational Media. (TV--\$6.00) Evan lives in a crowded urban ghetto. One of six children, Evan longs for a place where he can be alone. With love and wisdom, his mother helps him select one corner in their two-room flat for his own. Delighted, Evan proceeds to make it his own with a picture, flower, pet, and furniture--all acquired through his own efforts. At last, Evan's corner is completely furnished, and he can "enjoy peace and quiet" in it. But something is lacking. Again with his mother's help, Evan learns what is missing, and learns also one of life's important lessons: to be happy, one cannot live alone in a "corner," but must be willing to step out to help others. ND
- THE FOREST PRODUCTIVE--30 min., Color, Forest Industries Frat. (TV--\$3.00) An excellent, comprehensive film on the forest, management and uses. New logging techniques such as helicopter and balloon logging are shown. Recommended for all ages. 1968
- FORESTS ARE FOR PEOPLE--28½ min., Color, American Forest Institute. (TV--\$3.00) A college dropout and a student environmentalist learn from a professional forester the technique of modern forest management. Audience: general. 1973
- HAILSTONES AND HALIBUT BONES--6 min., Color, Sterling Educational Films, Inc. (TV--\$3.00) Poetry narration illustrating how color can be used to convey certain feelings and environments. 1973
- LUCY--14½ min., Color, International Harvester. (not TV--\$3.00) A city boy learns about farming the hard way in this comedy featuring International Harvester machinery. This film is an attempt to update their popular comedy Helpful Henry. Audience: general. 1972
- ENERGY: THE DILEMMA--20 min., Color, Churchill Films. (not TV--\$4.50) The problems of providing enough energy for the world are discussed by the people directly involved. This film uses short personal interviews and location shots to illustrate the complexity of the energy problem. Audience: general. 1973

ENERGY: NEW SOURCES--20 min., Color, Churchill Films. (not TV--\$4.50)

An unusual film depicting man's development of energy sources. This artistic film uses unusual photographic techniques rather than a script to convey its message. To be an effective teaching tool this film should be supplemented by a discussion or other learning activity rather than used by itself. Audience: general. 1970

NEW SLIDE SETS IN LIBRARY

#948 U. L. TESTING FOR PUBLIC SAFETY--13 slides, Color, df., Underwriter's Laboratories. This slide set explains the work of Underwriters' Laboratories in testing products for public safety, the history of the organization, and what the U. L. symbol designates. ND

#953 DESIGN IN NATURE--37 slides, Color, df., University of Minnesota. A set of slides showing designs in nature and manmade surroundings. It is meant to develop awareness to the effects of line, color, texture, and emphasis in our surroundings.

#954 4-H IS.....AND ISN'T--99 slides, Color, df., University of Minnesota. This 18 minute narrated tape-slide package describes what 4-H is in Minnesota today. The introduction begins with a few stereotypes of what 4-H is thought to be by some and then proceeds to rebut these images. There are six subsections to the set: (1) 4-H is youth development (2) 4-H is participation and involvement (3) 4-H is everywhere (4) 4-H is projects, programs, activities, and fun (5) 4-H is a look at tomorrow and (6) 4-H is a challenge. The first subsection describes what youth development is. The second subsection describes a number of projects, programs, and activities which contribute to youth development. Subsection 3 and 4 deal with where 4-H'ers live and who guides them (agents, leaders, and parents). The last two sections raise some questions about the future--career opportunities and some challenges that face us in expanding 4-H. 1974

STUDY PRINTS ADDED TO LIBRARY

HOMES: YESTERDAY AND TODAY--24 pictures, B/w., Associated Press. Study set showing various types of homes and shelters for families. All people have homes, but these homes can vary as to size, building materials, mobility, convenience, and family values. Pictures can be used for discussion and to supplement activities listed in the study guide. 1974

TELELECTURE REMINDER

If you have a last minute change of location and a new phone number be sure to call the Visual Aids Office (612) 373-1252 as soon as possible to make sure we have the correct number. If you are not called or if your unit goes dead, remember our alternate number is (612) 373-0710

. . . . . Don Breneman